

50 Years Stronger Together
Wisconsin Housing and Economic Development Authority
Communications: Annual Report

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NCSHA Annual Awards for Program Excellence

Overview

50 Years Stronger Together is a collection of work that both celebrates WHEDA's 50 years of impact throughout Wisconsin and highlights the distinguishing endeavors of Fiscal Year 2022. Our annual report is an opportunity to accentuate WHEDA's mission of improving the quality of life for Wisconsin residents through unique programs. As a small Housing Finance Authority (HFA), hitting *publish* on our annual report creates an opportunity to connect with key stakeholders, educate others about the important work we do, and build brand awareness in hopes of serving as many Wisconsin residents as possible.

Concept and Design

The design of 50 Years Stronger Together is meant to be impactful, yet clear and concise; readers don't have to understand the complexities of affordable housing to grasp the positive impact it has on families and communities. We want our annual report to inspire and drive passion for the work we do every day.

One of the guiding elements is a timeline at the bottom of each page that features high points from each of WHEDA's 50 years and keeps readers turning the page to discover another piece of our story. Each story spotlights an area where WHEDA works heavily and has devoted resources: Single Family Housing, Multifamily Housing, Economic Development, and the WHEDA Foundation, with a bonus story that highlights Emergency Housing Vouchers. In several of the stories, readers will find key quotes that emphasize what our employees, consumers, and partners believe to be true when it comes to working with WHEDA. And of course, there are compelling photos that help illustrate each story. After all, a picture is worth a thousand words.

As with WHEDA's diverse product and service offerings, we are always looking for new ways to accommodate the ever-changing needs of our readers. As such, we offer the option of a physical copy that is professionally printed and bound, or a digital annual report that can be viewed both through an interactive link or downloadable PDF. The printed copy is often enjoyed by WHEDA employees in addition to legislators in the housing industry whereas the digital copy is accessible to anyone, near or far, at any time. As in past years, the digital version is saved in the archives on our website for transparency and future reference.

Objectives and Resources

An annual report is a critical requirement for many organizations as it is a means of conveying their story and featuring achievements in a transparent and approachable manner. It is a tradition that continues year after year for a reason, to share who we are and what we do.

We enjoy using the annual report to thank our partners for their continued support and collaboration, which allows WHEDA to continue to improve and grow every year. Our record-breaking numbers demonstrate the impact we have across Wisconsin, which wouldn't be possible without the dedication of our staff to WHEDA's mission and work.

We began strategizing about the content of the FY22 annual report last spring. Our team shifted into research mode, attended grand openings to take photos and gather information, and conducted interviews with those who benefited in some way from one of WHEDA's programs. Once the fiscal year ended, we met frequently to organize our ideas, coordinate responsibilities, and make sure everyone was on the same page. Less than half of our marketing team had previously experienced the creative process of piecing together an annual report, so it took time for the group to find their voice and do WHEDA's story justice. Because of this experience, we know that it is possible for other organizations, both big and small, to replicate these unique concepts in commemoration of a year's work.

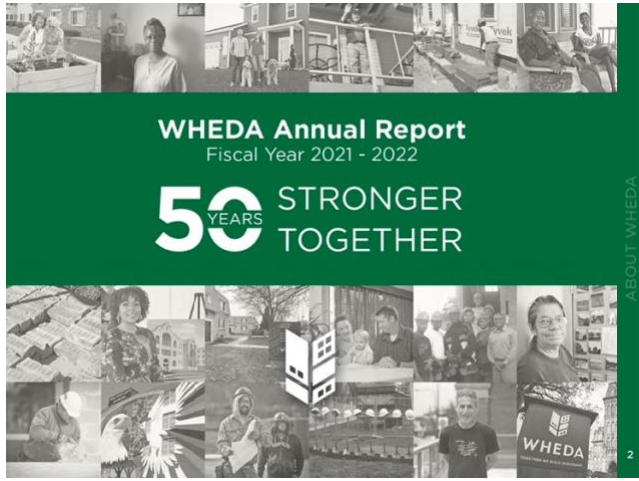
Our marketing plan for promoting the FY22 annual report focused primarily on social media and email blasts. Each week after the annual report was published, we featured a story on our socials to further clarify the content and give our audience the chance to absorb all the information. As an employee, seeing the impact your day-to-day work has on people's lives, whether through attending grand openings, reading WHEDA Stories, or sharing mission moments, is what inspires and motivates you to continue fighting for change. As a partner of WHEDA, or perhaps even a curious person, these stories open your eyes to a deeper understanding of the importance of the work WHEDA does, which in turn opens people up to supporting our mission and bringing affordable housing into their own communities.

Our approach is replicable and something that we ourselves plan to continue to build on in the future. Through the power of will and Adobe Creative Suite, we were able to edit images taken in-house or licensed stock photos to create an attractive layout. We worked with other business units within WHEDA to dig for information and find the stories that would touch people's hearts. Our stories were written by members of our communications team with collaborative assistance from the Commercial Lending team and members of our Executive Office. This annual report engaged key stakeholders but was also an opportunity to reach new audiences who may not have even realized that they were qualified to work with WHEDA. What makes these stories so special is that these people that were featured had such positive experiences working with WHEDA that they wanted to share their stories in hopes of encouraging others to take the next step toward making their dreams possible.

View WHEDA's Fiscal Year 2022 Annual Report [here](#).

Wisconsin Housing and Economic Development Authority (WHEDA) 50 Years Stronger Together: FY 2022 Annual Report Communications – Annual Report

Visual Aids Provided



Who We Are

The Wisconsin Housing and Economic Development Authority's (WHEDA's) mission is to stimulate the state's economy and improve the quality of life for Wisconsin residents by providing affordable housing and business financing products. We provide the tools to help people and communities realize their hopes and dreams.

Single Family Housing

We provide low, fixed interest rate mortgages to individuals and families to purchase a home.

Economic Development

We support economic development with financing that puts more capital directly into businesses and farms.

Multifamily Housing

We offer favorable rates and terms to construct, rehabilitate, and preserve affordable rental housing.

WHEDA Foundation

We provide grants to help improve the state's housing for low-income residents.

Performance Numbers: FY 2021 - 2022

Category	Value
Single Family	
Households served	1,918
Loans serviced	25,494
Partner lenders	133
Total mortgage lending	\$298,326,499
Down payment assistance	\$10,527,216
Economic Development	
Total businesses and farms served:	12
Total WHEDA financing:	\$2,518,910
Total partner lending:	\$2,830,600
Multifamily	
Loans closed	70
Total units	1,657
Total multifamily lending	\$259,280,783
Total housing tax credits allocated	\$39,824,016
Total units supported with housing tax credits	2,898
Construction contracts awarded to emerging businesses:	\$91,999,177
WHEDA Foundation	
Total housing providers supported	54
Grant funds awarded	\$2,001,112
Total communities served	43
Beds/units improved or created	1,764

WHEDA Impact Since 1972

\$12.5 BILLION in tax-exempt and taxable bonds issued to invest in housing and economic development

\$9.8 BILLION in mortgage loans provided to over **138,300 FAMILIES**

\$2.8 BILLION in multifamily loans supporting **87,300** affordable rental housing units

\$582 million in financing to 29,200 small businesses and farms

\$575 million in New Markets Tax Credits deployed to 45 developments

\$534 million in federal and state housing tax credits allocated to affordable rental housing

\$28 million in housing grants awarded to 2,000 non-profit housing providers

2017: Forms LISC partnership to expand small business financing resources.

2018: Begins administering the state housing tax credit program.

2019: Helps over 3,700 individuals and families achieve homeownership.

2020: Commits \$10 million to rural affordable workforce housing.

2021: Forms CSH partnership to advance supportive housing.

2022: Finances first-of-its-kind supportive housing projects for farmworkers and Veterans.

From Vulner-able to Able

Richard, a 30-year-old Green Bay man, had been homeless for several years when, in 2017, he received access to a housing opportunity through Rapid ReHousing in the form of an Emergency Housing Voucher. This voucher allowed Richard to move into an apartment in Green Bay and experience an upward progression in his life including the chance to pursue new opportunities, such as becoming employed at a local supermarket.

This was all possible because WHEDA partners with Wisconsin's local U.S. Department of Housing and Urban Development (HUD) agents to administer the Housing Choice Voucher (HCV) Program. HCV programs include the Family Unification Program (FUP), Veterans Affairs Supportive Housing (VASH), and the recently added Emergency Housing Vouchers (EHV). Each helps extremely low-income families find safe, sanitary, and affordable housing.

Richard later aspired to move out of Green Bay to a smaller town. Richard's desire became possible when he learned of WHEDA's EHV program. As it turned out, the property management company he was leasing with in Green Bay had an apartment complex in Two Rivers that also accepted EHVs. Richard applied for an EHV and worked with WHEDA to get approved.

The EHV program, which was created through the American Rescue Plan Act (ARPA) of 2021, is targeted toward individuals and families experiencing or at risk of homelessness as well as other vulnerable

populations. This program differs from WHEDA's traditional Housing Choice Voucher programs because the administration and development procedures all occur in-house.

In addition to the voucher, Richard received a \$2,600 stipend to address financial insecurities. Recipients can use the stipend to cover a variety of expenses that may otherwise make it nearly impossible to move. Richard put his stipend towards his security deposit and rent.

With assistance from WHEDA and the EHV program, Richard gained additional independence and moved with comfort to a location where he feels at home and can thrive.

"I always wanted to move out of Green Bay but was afraid to leave during the pandemic and start over. It is because of WHEDA that I had the opportunity to move out of Green Bay with ease," said Richard.

The move to Two Rivers provided both housing and job stability for Richard. Within less than a month of moving, Richard started a position at a grocery store in Manitowoc and was promoted to assistant manager after only one month. He has now transferred to a grocery store closer to home. Richard is proud to share that he now pays his monthly rent without assistance. As a result of his independence, Richard plans to be off the voucher program in the very near future. Richard's story shows the ability of WHEDA and the EHV program to help some of Wisconsin's most vulnerable residents realize and achieve their hopes and dreams.

1994: First housing authority to offer 97% LTV mortgages with private mortgage insurance.

1995: State Legislature permanently extends CROP financing for farmers.

1996: Introduces FSDM loan guarantee to help farmers expand operations.

1997: Lindsay Heights partnership begins for Milwaukee neighborhood redevelopment.

1998: Provides temporary housing grants for flood and tornado victims.

1999: Closes more than \$32 million in multifamily loans.

2000: Secures mortgage revenue bonding and tax credit programs with legislation to increase caps.